



Registration Number: 006 538 NPO - P.O. Box 709, Noordhoek, 7979, Cape Town - (021) 789 1751 - email: info@neag.org.za

23 April 2013.

Att: Mr Whitey Basson and the Board of Shoprite Checkers
PO Box 215
Brackenfell 7561
Western Cape

Dear Mr Basson and the board,

We write on behalf of the civic organisations of the South Peninsula of Cape Town in order to raise matters related to the design and running of your newly acquired property in the area, Sun Valley Mall, on the corner of Ou Kaapse Weg and Noordhoek Main Road.

Firstly we congratulate you on your purchase of the property and look forward to increased local retail choice that your presence will provide to the residents of the area. We eagerly anticipate working with your group in a constructive and positive manner in order to reinforce our already strong relationships between our active civil society organisations and local commercial operations.

Historically Sun Valley Mall has been a visual blight on the area with its unsympathetic architecture and external aesthetic. We eagerly anticipate an improvement on this eyesore, which we understand is to be razed and replaced by an entirely new structure.

We have a lengthy relationship with the previous owners of this mall as well as the various owners of the adjacent Long Beach Mall. This began well before Longbeach mall was built, at the design stage. We were instrumental in setting some important design parameters, in co-operation with the original financiers (Cape of Good Hope Bank/ Nedbank) and overseeing their implementation in association with the subsequent management structures.

For instance we were instrumental in reducing the visual impact and in instituting the concept of artificial wetlands to polish water from the centre before entering our local wetlands. We supported a low visual advertising presence, sympathetic lighting, as well as an integrated management review system through independent oversight which has ensured best operating practice in areas like integrated waste management, in accordance with the operational environmental management plan (OEMP) agreed between ourselves, the developers and local authorities.

We would like to extend a similar offer of establishing a co-operative integrated management structure in association with your company in order that your new mall may exhibit a similar, if not an improved model of co-operative management of both environmental and social impacts related to the new building.

Due to the high visual exposure of the site we feel that sympathetic design parameters must be followed. We have not had sight of any architect's impressions or the proposed use of the site, nor have the local newspapers published anything on this. Accordingly we would like to dispel uncertainty around what is proposed for the site and shift towards a transparent common understanding of what is envisioned.

We have some creative ideas as far as signage; landscaping and other parameters are concerned. As you know the site is alongside the gateway to two scenic routes – Ou Kaapse Weg and Noordhoek Main road, which leads in turn to the iconic Chapmans Peak Drive. Accordingly the visual impact aspects of the site are issues which must be addressed with sensitivity and hopefully in consultation with local expertise.

We also note that most of the land surrounding the site is historically salt pan wetland area. Consequently there are very limited varieties of plants which grow, let alone thrive in the area. We know this through lengthy interaction with the previous mall owners who have unsuccessfully attempted to green the site. We have some suggestions in addressing these challenges and would like to share these with yourselves.

It has also become clear that there is a requirement for a regular informal food / community market where local producers can market their wares amongst the community. There are no other suitably zoned sites in the area. It would be positive provision to integrate this sort of venue into the new development. This would require a rural and attractive ambience with seating, external to the formal mall walking area, to ensure commercial success.

Another consideration is that most of the grassed areas around the existing mall have historically been used for various community activities such as Circuses, festivals and fairs, along with dog training and the skateboard park. They are also regularly used for informal and formal soccer training facilities by local teams due to lack of other suitable facilities in Masipumelele. It would engender good community relations if a formalised Astro turf area could be incorporated if there will be a significant loss of amenity in the mall expansion.

Taking cognescence of these existing uses would engender support of the new mall by the local community, improving its commercial viability. There are numerous other unresolved local issues such as public transport intechanges and preservation of local wetlands which need to be addressed.

In light of these above matters we would like to suggest that it would be fruitful to organise an initial meeting in order that we can explore mutually acceptable ways forward to build a constructive relationship and identifying ways in which the community (your future customers) can contribute to the layout, design, construction and operational stages of your new mall.

We look forward to building this relationship in a constructive and positive manner and anticipate your timeous response.

Kind regards

Glenn Ashton

A handwritten signature in black ink, appearing to read 'Glenn Ashton', is written over a light blue horizontal line. The signature is cursive and somewhat stylized.

Vice Chair
NEAG Executive Committee.

Supported by:
Simonstown Civic Organisation.
Kommetjie Ratepayers Association
Sunnydale Ratepayers Association
Fish Hoek Ratepayers Association.
Noordhoek Conservancy
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